



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Enterprise Competitiveness

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### Course

Field of study

Engineering Management

Area of study (specialization)

Level of study

First-cycle studies

Form of study

full-time

Year/Semester

3/6

Profile of study

general academic

Course offered in

Polish

Requirements

elective

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### Number of hours

Lecture

15

Tutorials

15

Laboratory classes

Projects/seminars

Other (e.g. online)

### Number of credit points

2

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### Lecturers

Responsible for the course/lecturer:

Ph.D., Ewa Badzińska

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Faculty of Engineering Management

ul. J. Rychlewskiego 2, 60-965 Poznań

Responsible for the course/lecturer:

Ph.D., Małgorzata Gajowiak

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### Prerequisites

The student has basic theoretical knowledge of microeconomics, management and in functioning of



enterprises in a market economy. Is able to identify the basic problems of enterprise management and describe the basic organizational structures of companies in a knowledge-based economy. Demonstrates readiness to develop his knowledge and skills. Is willing to work in a team.

### Course objective

The aim of the course is to gain knowledge and acquire skills and competences in the field of: understanding the basic aspects of competition and competitiveness of enterprises, endo- and exogenous conditions as well as changes in organizational and ownership structures in order to shape competitive advantage; use of methods of analyzing competition in the sector and assess the competitive position of an enterprise on the market, and shape sources of competitive advantage in a knowledge-based economy.

### Course-related learning outcomes

#### Knowledge

The student defines key theoretical aspects of enterprise competitiveness, including the role of micro and macro environments [P6S\_WG\_01].

The student explains the structure of enterprise competitiveness, including competitive potential, competitive advantage, and instruments of competition [P6S\_WG\_10].

The student characterizes the role of entrepreneurship and innovation in the process of increasing enterprise competitiveness [P6S\_WG\_05].

#### Skills

The student analyzes the impact of human and social capital on shaping the competitiveness of the enterprise [P6S\_UW\_05].

The student interprets the role of business networks and clusters in shaping competitive advantage [P6S\_UW\_06].

The student applies selected methods of competition analysis and sector attractiveness in diagnosing competition strategies for a selected enterprise [P6S\_UW\_07].

#### Social competences

The student perceives cause-and-effect relationships in the process of achieving enterprise goals and can rank the significance of alternative or competitive strategies [P6S\_KK\_02].

The student explains the importance of professional behavior, adherence to professional ethics, and respect for diversity of views and cultures in the context of the enterprise's competitive activities [P6S\_KR\_02].

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Knowledge acquired during the lecture is verified by one 60-minute colloquium carried out at the last lecture. It consists of 25-30 questions (test and open) with various points depending on their level of difficulty. Passing from: 60% of points. Issues and materials, on the basis of which questions are



prepared for the colloquium, will be sent to students by e-mail using the university's e-mail system and uploaded on Moodle course. The final grade can be raised for the student's active participation in the problem and conversation lecture.

Knowledge, skills and social competences acquired as part of tutorials are verified based on the presentation of the completed project/assignment, the developed case study and student activity during classes (participation in the discussion, independent problem solving). Criteria for evaluation of the project / assignment will be provided to students in the first class.

### Programme content

Lectures: Theoretical aspects of company's competitiveness, the role of micro- and macroenvironment. Enterprise competitiveness structure: competitive potential, competitive advantage, instruments of competition, competitive position on the market. The role of entrepreneurship and innovation in the process of increasing the competitiveness of an enterprise. The Impact of human and social capital on the competitiveness of an enterprise. Business networks and clusters as forms of shaping competitive advantage. External ways to increase the competitiveness of enterprises - structural and ownership changes (mergers, alliances, outsourcing, spin-offs). The role of government in shaping the conditions for increasing the competitiveness of enterprises.

Tutorials: Students apply selected methods of analyzing competition and the attractiveness of the sector and diagnose competition strategies based on a case study of a selected enterprise.

### Teaching methods

Lecture: multimedia presentation illustrated with examples; problem lecture (discussion on solving a given problem), conversation lecture (discussion moderated by the lecturer).

Tutorials: case study method, discussion methods: brainstorming, metaplan (conclusions from discussion in teams presented on the forum in the form of a poster, multimedia presentation); Exercise and practical methods: solving cognitive tasks, teamwork.

### Bibliography

Basic

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#### Additional

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<https://doi.org/10.22630/PEFIM.2023.29.78.10>,
2. Skowrońska, A., & Tarnawa, A. (2022). Raport o stanie sektora małych i średnich przedsiębiorstw w Polsce 2022, Polska Agencja Rozwoju Przedsiębiorczość, Warszawa, ISBN: 978-83-7633-475-2.
3. Czugała, J., Ćwikła, J., Skierski, W., & Wieczorek, Sz. (2023). Przyszłość Konkurencyjności Polskich Firm, Polskie Towarzystwo Gospodarcze, Warszawa, ISBN 978-83-965509-1-0.
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13. Plango B., *Cluster Benchmarking in Poland - 2014*, PARP Report, Warsaw 2014.

#### Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,0
Classes requiring direct contact with the teacher	30	1,0
Student's own work (literature studies, preparation for classes/tutorials, describing case studies, completing tasks and presentation, preparation for colloquium) <sup>1</sup>	20	1,0

<sup>1</sup> delete or add other activities as appropriate